Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer-implemented method of pricing a network-enabled exercise device, the network-enabled exercise device including an exercise device, a network connection and a display console, the method comprising:

receiving ~~usage~~ information for predicting a future usage level of ~~the~~ a network-enabled exercise device over a computer accessible network;

predicting the future usage level of the network-enabled exercise device from the information, wherein the future usage level is related to a future revenue that is generated in part by usage of the network-enabled device;

comparing the predicted future usage level with one or more threshold values; and

calculating a price for the network-enabled exercise device in accordance with the comparison, such that the price is related to the future usage level of the network-enabled device.

2. (Cancelled)

3. (Currently Amended) The method of claim 1, wherein receiving the ~~usage~~ information includes receiving a usage history identifying past usage by ~~the customer~~ a user of other exercise devices of a type similar to ~~the~~ an exercise device included in the network-enabled exercise device.

4. (Currently Amended) The method of claim 3, wherein the ~~usage~~ information includes a set of metrics to be applied to the usage history to identify likely future users of the

network-enabled exercise device and a frequency with which ~~they~~ the likely future users are likely to use the network-enabled exercise device.

5. (Currently Amended) The method of claim 4, wherein the set of metrics includes one or more characteristics selected from the group of characteristics including age, sex, weight, education, income level, and geographic location of the likely future users of the network-enabled exercise device.

6. (Currently Amended) The method of claim 1, further comprising deriving ~~wherein~~ the threshold values ~~are derived~~ from a measurement of a frequency with which a user[[s]] operates the network-enabled exercise device over a period of time.

7. (Currently Amended) The method of claim 1, further comprising deriving ~~wherein~~ the threshold values ~~are derived~~ from a measurement of a duration for which a user[[s]] operates the network-enabled exercise device over a period of time.

8. (Currently Amended) The method of claim 1, further comprising deriving ~~wherein~~ the threshold values ~~are derived~~ from a measurement of a frequency with which a user[[s]] views e-marketing content displayed on ~~the~~ a display console of the network-enable exercise device.

9. (Currently Amended) The method of claim 8, ~~wherein~~ further comprising determining the frequency with which the user[[s]] views e-marketing content, including ~~is determined by~~ measuring a click-through rate of the user[[s]] selecting advertisements displayed on the display console.

10. (Currently Amended) The method of claim 1, wherein calculating the price for the network-enable exercise device includes estimating ~~is calculated based on~~ the future

revenue[[s]] from usage ~~displaying e-marketing content on the a display console~~ of the network-enabled exercise device.

11. (Currently Amended) The method of claim 10, further comprising:

providing to a customer who has paid the calculated price a portion of the revenue[[s]] ~~from displaying e-marketing content to the customer~~ if ~~the~~ actual usage of the network-enabled exercise device exceeds the predicted future usage level~~one of the threshold values~~.

12. (Currently Amended) The method of claim 11, wherein providing the portion of the revenue[[s]] ~~is provided~~ includes providing the portion of the revenue as a rebate against ~~a~~ the ~~purchase~~ price ~~paid by the customer~~.

13. (Cancelled)

14. (Currently Amended) The method of claim 1, wherein the steps of predicting, comparing and calculating are automatically processed on a computer.

15. (Currently Amended) An apparatus comprising a computer-readable storage medium tangibly embodying program instructions for pricing a network-enabled exercise device having an exercise device, a network connection and a display console, the program instructions including instructions operable to cause a processor to:

receive ~~usage~~ information for predicting a future usage level of ~~the~~ a network-enabled exercise device over a computer accessible network;

predict the future usage level of the network-enabled exercise device from the information, wherein the future usage level is related to a future revenue that is generated in part by usage of the network-enabled device;

compare the predicted future usage level with one or more threshold values; and

calculate a price for the network-enabled exercise device in accordance with the comparison, such that the price is related to the future usage level of the network-enabled device.

16. (Cancelled)

17. (Currently Amended) The apparatus of claim 15, wherein the instructions operable to cause a processor to receive the ~~usage~~ information include[[s]] instructions operable to receive a usage history identifying past usage by ~~the customer~~ a user of other exercise devices of a type similar to ~~the~~ an exercise device included in the network-enabled exercise device.

18. (Currently Amended) The apparatus of claim 17, wherein the ~~usage~~ information includes a set of metrics to be applied to the usage history to identify likely future users of the network-enabled exercise device and a frequency with which ~~they~~ the likely future users are likely to use the network-enabled exercise device.

19. (Currently Amended) The apparatus of claim 18, wherein the set of metrics includes one or more characteristics selected from the group of characteristics including age, sex, weight, education, income level, and geographic location of the likely future users of the network-enabled exercise device.

20. (Currently Amended) The apparatus of claim 15, further comprising instructions operable to cause a processor to derive ~~wherein~~ the threshold values ~~are derived~~ from a measurement of a frequency with which a user[[s]] operates the network-enabled exercise device over a period of time.

21. (Currently Amended) The apparatus of claim 15, further comprising instructions operable to cause a processor to derive ~~wherein~~ the threshold values ~~are derived~~ from a

measurement of a duration for which a user[[s]] operates the network-enabled exercise device over a period of time.

22. (Currently Amended) The apparatus of claim 15, further comprising instructions operable to cause a processor to derive ~~wherein~~ the threshold values ~~are derived~~ from a measurement of a frequency with which a user[[s]] views e-marketing content displayed on ~~the~~ a display console of the network-enabled device.

23. (Currently Amended) The apparatus of claim 22, further comprising instructions operable to cause a processor to determine ~~wherein~~ the frequency with which the user[[s]] views e-marketing content, including instructions operable to measure ~~is determined by measuring~~ a click-through rate of the user[[s]] selecting advertisements displayed on the display console.

24. (Currently Amended) The apparatus of claim 15, wherein the instructions operable to cause a processor to calculate the price for the exercise device include instructions operable to determine ~~is calculated based on~~ the future revenue[[s]] from ~~displaying e-marketing content on the display console~~ usage of the network-enabled exercise device.

25. (Currently Amended) The apparatus of claim 24, further comprising:

instructions operable to provide to a customer who has paid the calculated price ~~providing~~ a portion of the revenue[[s]] ~~from displaying e-marketing content to the customer~~ if ~~the~~ actual usage of the network-enabled exercise device exceeds the predicted future usage level~~one of the threshold values~~.

26. (Currently Amended) The apparatus of claim 25, wherein the instructions operable to provide the portion of the revenue[[s]] ~~is provided~~ includes instructions operable to provide the portion of the revenue as a rebate against ~~a purchase~~ price ~~paid by the customer~~.

27-28. (Cancelled)

29. (New) The method of claim 1, wherein content is provided on a display console of the network-enabled device, the method further comprising receiving the revenue from providers of the content, wherein the revenue is based on actual users viewing the content.

30. (New) The method of claim 1, wherein receiving information predicting a future usage level of an exercise device includes receiving statistical information from a fitness center.

31. (New) The method of claim 30, wherein receiving statistical information includes receiving a total number of members of the fitness center.

32. (New) The apparatus of claim 14, wherein content is provided on a display console of the network-enabled device, the apparatus further comprising instructions operable to receive the revenue from providers of the content, wherein the revenue is based on actual users viewing the content.

33. (New) The apparatus of claim 14, wherein the instructions operable to receive statistical information include instructions operable to receive information predicting a future usage level of an exercise device.

34. (New) The apparatus of claim 33, wherein the instructions operable to receive statistical information include instructions operable to receive a total number of members of the fitness club.